

**Gov's Off - Liquor Dispensary, State
Liquor Dispensary**

Description:

The Idaho State Liquor Dispensary serves the public interest by curtailing the intemperate use of alcohol by regulating and controlling the sale of beverages exceeding 16% alcohol, without stimulating the normal demands of temperate consumers.

Major Functions and Targeted Performance Standard(s) for Each Function:

1. Maintain moderate per capita consumption.

A. Maintain a low per capita consumption as measured against open liquor sales states and other control states. [Per capita consumption (gallons) - License states]

Actual Results			
1997	1998	1999	2000
1.30	1.29	1.31	1.31
Projected Results			
2001	2002	2003	2004
1.31	1.31	1.31	1.31

B. Maintain moderate per capita consumption. [Per capita consumption (gallons) -Control States].

Actual Results			
1997	1998	1999	2000
1.08	1.09	1.10	1.10
Projected Results			
2001	2002	2003	2004
1.10	1.10	1.10	1.10

C. Maintain moderate per capita consumption. [Per capita consumption (gallons) - Idaho]

Actual Results			
1997	1998	1999	2000
0.97	0.99	1.00	1.00
Projected Results			
2001	2002	2003	2004
1.00	1.00	1.00	1.00

2. Provide reasonable selection of products.

A. Hold at least two to four new product listing meetings annually.

Actual Results			
1997	1998	1999	2000
4	3	3	2
Projected Results			
2001	2002	2003	2004
3	4	4	4

B. List new products commensurate with changes in consumer tastes.

Actual Results			
1997	1998	1999	2000
90	66	66	57
Projected Results			
2001	2002	2003	2004
50	75	75	75

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3. Maximize profit distributions to benefit public programs.
 - A. Increase revenues and net income available for distribution to state and local units of government.
(Net income millions)

Actual Results			
1997	1998	1999	2000
\$17.4	\$18.0	\$18.8	\$20.2
Projected Results			
2001	2002	2003	2004
\$20.5	\$22.2	\$24.8	\$26.5

Program Results and Effect:

Intemperate use of spirit beverages is being curtailed, while service and revenues are being maximized.

1. Nationally, license (open) state per capita consumption is 31% higher than Idaho's average consumption. Other control state per capita consumption is 10% higher than Idaho's average consumption.

2. The product line has changed with consumer demand; 62 new products were added while 5 were removed in 2000.

3. Revenues and net income available for distribution are maximized and are increasing. Record sales of \$65.6 million were posted in 2000, while \$19.9 million was distributed to state and local units of government.

For more information contact Ken Winkler at 334-2524 ext 308.